



# Business the Bill Gates Way: 10 Secrets of the World's Richest Business Leader

*Des Dearlove*

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## **Business the Bill Gates Way: 10 Secrets of the World's Richest Business Leader** Des Dearlove

From computer nerd and Harvard drop-out to the world's richest business leader? That's the incredible path of Bill Gates.

Business the Bill Gates Way tells his story, reveals the entrepreneurial brilliance that is the driving force behind Microsoft's awesome success, and discloses 10 key business secrets of the ultimate computer geek--and formidable businessman.

Readers will learn about: Bill's early obsession with computers, his utter devotion to...software, his demanding management style, his incredible focus, how he anticipates market challenges and creates dominant brands, how he inspires loyalty and devotion from employees as well as customers, and much more.

Business the Bill Gates Way is part of a new series that charts the rise of business superstars Gates, Jack Welch, Richard Branson, and Rupert Murdoch. The Business Way Series looks at their deals, schemes, and dreams, revealing how each planned his career, crushed his competitors, and ended up on top. It supplies both a valuable insight into the ingredients of success and a concise source of important lessons for the next generation of winners.

Other "Business Way" books include: Business the Jack Welch Way (0-8144-7033-5) Business the Richard Branson Way (0-8144-7035-1) Business the Rupert Murdoch Way (0-8144-7034-3)

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